OPTIMISM IS RULE IN MOTOR INDUSTRY

Studebaker Sales Chief Expects Biggest Year in America's History.

industries of the world in gengental. Where there may have been
floubt there is now clear understanding
the public has been impressed with the
solid foundation upon which the industry rests and the truly remarkable entry rests and the truly remarkable en-

naion of effort. On the contrary, the brought about by the necessity time, has left the great auto-factories on a better manufac-basis than ever before. With the decks cleared of all war work automobile production can rapidly be restore wartime conditions, it is now one of the

Readjustment Comes Past.

The unsettled and more or less coma-tose condition that pervaded the auto-mebile market for several weeks following the signing of the armistice has almost entirely disappeared. The public fully realizes now that the happy conclusion of the war pressures an era of prosperity, the like of which has never been known nbefore. This attitude on the part of the people is, perhaps better shown in the manner automobiles sell than in any other part of the people is to be part of the people is to be part of the people is the perhaps better shown in the manner automobiles sell than in any other part of the people is shown in the manner automobiles sell than in any other market. Good automobiles, being a staple value, find ready sale when the business outlook is optimistic. And the tremendous demand for the new Studebaker cars, as indicated by mistic. And the tremendous demand for the new Studebaker cars, as indicated by the constant stream of orders from our dealers throughout the country, leaves little doubt as to the estate of mind of the busing public to-day.

The threatened restriction on the use of passager cars by people not actually engaged in war work prompted

prospect to withold his order, in ful possession of the facts, found this rumor so firmly many a prospect to withold his order. Dealers, in ful possession of the facts, however, found this rumor so firmly intrenched in the minds of some people as to preclude any possibility of a sale suntil the actual ending of the war.

As most automobile factories were en-gaged, to some extent, in the produc-tion of munitions and supplies for our army and navy dealers found it in-creasingly difficult to obtain new cars and as a consequence made an effort to keep their organization intact dealing almost selely in used cars. This ason exhausted the used for market and now all things considered, there is a pent-up demand for new automobiles that will take some time to appears. Thousands of peaple who delayed purchasing care or who have been unable to get the care of their choice, are now rushing into the market for attornobiles.

If ever there was any danger of reach-

in gthe so-called "saturation point" that much discussed phase of the automobile much discussed phase of the automobile business is no longer of any consequence. There really ient any such thing. The potential market for the sale of auto-mobiles has hardly been scratched. The automobile is a proven necessity, a garded the same as any other staple

NEW KEYSTONE OFFICERS.

Sydney Bernheim and Walter Lowenthal Now Executives.

The sensational success of the Keystone Tire & Rubber Company has made many important changes necessary in the many important changes necessary in the expansion of its organization, and now it is announced that Mesers. Sydney Bernhelm and Walter Lowenthal of the well known law firm of the same name have been elected officers of the Keystone. Time & Rubber Company, Mr. Bernhelm as vice president and Mr. Lowenthal as secretary.

Both Mesers, Bernhelm and Lowenthal will make their offices in the Key-thal will make their offices in the Key-

that will hance their offices in the Kay-stone building at Broadway and Sixty-second afreet on and after March 1.

DEALERS!

The biggest profit-maker in motor cars today is at Booth 75-Armory.



1,930,000 GAIN A LIVELIHOOD IN MOTOR CAR INDUSTRY

This Number Is One-Tenth of All the Persons in Mechanical or Manufacturing Industries in the United States.

By L. J. OLLIER.

Nineteen years ago the automobile ten times as large as Minneapolis. Los made its islitial appearance on exhibition at the first automobile snow held at the first automobile snow held at the first automobile snow held at the motor car was largely a mechanical sales during my whole career in the motor car was largely a mechanical subscines. At that time and currishing the first automobile industry. The future holds possibilities limited only by our capacities and our ability in produce automobile in sufficient quantities to meet included in sufficient quantities to meet include the motor car was largely a mechanical subscines. The first Garden exhibit was held in the first garden exhibit was held in 1900 under the suspices of the Automobile factories pay \$10,000-000. We was asked recently to contrast premaing for the biggest business expansion that has ever been known in this country.

There is not even standing room for the first in the first career of the motor car manufacturers over the times as large as Minneapolis. Los Angeles or Washington. It more than a decision was largely as Minneapolis. Los and the population of California. He option is the population of California. Heorgia. Indiana, lowa, Kentucky, Mindesota, New Jersey, North Carolina, Heorgia, Indiana, Iowa, Kentucky, Mindiano, New Jersey, North Carolina, Heorgia, Indiana, Iowa, Kentucky, Mindiano, New Jersey, North Carolina, Heorgia, Indiana, Iowa, Kentucky, Mindiano, New Jersey, North Carolina, Heorgia, Indiana, Iowa, Kentucky, Mindiano, New Jersey, North Carolina, Heorgia, Indiana, Iowa, Kentucky, Mindiano, New Jersey, North Carolina, Heorgia, Indiana, Iowa, Kentucky, Mindiano, New Jersey, North Carolina, Heorgia, Indiana, Iowa, Kentucky, Mindiano, New Jersey, North Carolina, Heorgia, Indiana, Iowa, Kentucky, Mindiano, New Jersey, North Carolina, Heorgia, Indiana, Iowa, Kentucky, Mindiano, New Jersey, North Carolina, Heorgia, Indiana, Iowa, Kentucky, Mindiano, New Jersey, North Carolina, Heorgia, Indiana, Iowa, Kentucky, Mindia

Special Dodge Bodies at Showrooms

Special Dodge Four Passenger Coupe.

MOTOR INDUSTRY ON Helps Sell National SHOW FREAKLESS, SOUND BASIS NOW

War Period Tested Calibre of the Dealers, Says Nash Executive.

tomobile dealer has got some mighty hard work shead of him but i he meas-ures up to standard, his opportunities for profile were never greater.

What Buyer Will Demand.

POWER PLUS MACK trucks have always been noted for their power-Power alone would be a mistake; but when the chassis frame, clutch, transmission and other component parts are made heavy and strong enough to stand the power- the result is a satisfactory machine. Sizes 1 to 71/2 tons. International Motor Company NEW YORK "PERFORMANCE COUNT



Police departments and insurance efficient companies are constantly on the alert. Those dealers who reglected to do and dave been very successful in break-these things went out of business. This ing up the organized groups of automos proved by the fact that before the war bile handis which exist throughout the there were more than \$2,000 dealers country, but it is surprising how few there were more than \$2,000 dealers country, but it is surprising how few throughout the country, and that this motor car owners can describe their number was reduced by some thousands own cars.

"So to take advantage of the good The Velle Motor Corporation advises volume of business now in eight with a greater per capita of wealth existing that the following data personal to a general description of the farmous Alpine Chasseurs, who if y, there are left only those dealers with have proved their calling as light to a general description of the farmous Alpine Chasseurs, who is the business men by country through the able to give the license. While there is no doubt in my mild that the demand for cars in the immediate future will be greater than ever before," said Mr. Voorals, "yet competition will also be keener. As much as we knew before about volume production for war and any special marks which may exist in places unknew before about volume production. The car equipment and any special marks which may exist in places unknew before about volume production.

The American in the battlefields of France of the battlefields of France of the farmous Alpine Chasseurs, who were following data personant made doubleates of the cars with which they have the following data personant made doubleates of the cars with which they care following data personant made doubleates of the cars with which they have proved their calling and they care followed the farmous Alpine Chasseurs, who were given the name "Blue Devils of after American troops were sent of the farmous Alpine Chasseurs, who proved their calling and they expressed a desire to ride around they expressed in the care were placed. The care were placed at their disposal. The care equipment and any special more numbers of the farmous Alpine Chasseurs, who proved their calling and they expressed a desire to ride around they expressed in the farmous Alpine Chasseurs, who proved their calling and they expressed a desire to ride around they expressed in the farmous Alpine Chasseurs who proved the farmous Alpine Chasseurs who proved the farmous Alpine Chasseurs and they care the farmous Alpine Chasseurs and they followed the following data their disposal they expressed a desire to ride around they expressed the farmous Alpine Chasseurs

SAYS REO ENGINEER

Experimental Models of Other Years Are Missing at This Exposition.

By HORACE T. THOMAS,

Chief Engineer Rea Motor Car Co. Car Company, replied without heelta-tion, "The absolute absence of freakien

Asked what he considered the out-standing feature of this season's New

"This is due of course to the recent

war, which for the time put a quietus on the irrepressible discoverers of mechanical failactes. This season ouyer will be able to select his new car with reseconable assurance that it will

Stutz Distributer



eities and less disappointments. Mana-facturers have in most cases taken advantage of the luil in manufacture to perfect details, correct small faults and design new and more near the logical Some announce new models, but in their you'll find simply a rearrangement of old and tried features about which they is not even a suspicion of the exper-

FOUR STUTZ TYPES SHOWN

Models Displayed in the Gardes Are All Distinctive.

high grade cars in the New York Sales Company At the Automobile Show the Stutz line will be displayed at Space No. 21. Main Arena, Madison Square Garden. Pour types are influded, all finished in attractive colors fluied all dnished in attractive colors. These heliude is two passenger "Bearcat" dnished in new beaver brown, a six passenger "Stutz Blue" touring car, a gray touring car, a four passenger touring model finished in gray and a two





New Models for Those Who Want Comfort and Convenience

THE sales-record-breaking success of the Lexington car is due largely to its unusual riding accommodations and case of control. This is just the car your mother will enjoy; it will not fatigue her to

ride in it, or to drive it. And it is an investment of enduring worth.

Light weight construction, coupled with great strength;

a unified frame, from which 100 separate parts are eliminated; oilless bushings, and non-metallic universal joints are a few of the advanced improvements you will find when

you inspect these new Lexingtons at the Show.

Ten large factories special izing in motor car parts are affiliated with and contribute to Lexington.

LEXINGTON MOTOR COMPANY OF NEW YORK, Inc. New York-1848-50 Broadway Brooklyn-1527 Bedford Ave.

Lexington Motor Company



Connersville, Ind., U. S. A.